# Marketing Perceptions, Inc.

Madelyn Wolf
Vice President
Qualitative Services

October 26, 1992

Mr. Alejandro Lopez
Philip Morris
120 Park Avenue
New York, NY 10017

Dear Alejandro:

This is to summarize research design and costs for the Merit Package Design study.

We will be conducting a total of sixteen (16) triads among adult smokers on November 3-4, 1992 in Englewood, New Jersey.

- Eight triads among Lights smokers
  - 4 triads of men
    - 2 Merit smokers, ages 25-45
    - 2 Competitive Lights smokers (one triad ages 25-35; one triad ages 35-45)
  - 4 triads of women (same as above)
- Eight triads among Ultra Lights smokers, all ages 30-45
  - 4 triads of men
    - 2 Merit Ultra Light smokers
    - 2 Competitive Ultra Light smokers
  - 4 triads of women (same as above)

Each triad is scheduled to last one hour.

A summary report of findings will be available no later than November 16, 1992.

The cost for this research is estimated at $26,800 ± 10%, inclusive of all research-related expenses and fees, and facility food expenses for viewing clients.

I trust this meets with your approval.

Sincerely,

Maddy

Maddy Wolf

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